

Customer's Attitude, Perception and Satisfaction level of Gold Jewellery Purchase with Special Reference in Erode District

OPEN ACCESS

Volume: 13

Special Issue: 1

Month: March

Year: 2025

E-ISSN: 2582-6190

Citation:

Gnanasakthi, R.
"Customer's Attitude, Perception and Satisfaction Level of Gold Jewellery Purchase with Special Reference in Erode District." *ComFin Research*, vol. 13, no. S1-i1, 2025, pp. 8–16.

DOI:

<https://doi.org/10.34293/commerce.v13iS1-i1-Mar.8646>

Dr. R. Gnanasakthi

*Assistant Professor of Commerce
Erode Arts and Science College, Erode*

Abstract

Customer is a person or a business person that buy goods and services from another business. Customers were vital and important because they generate income. In need of them, business has to fight get customers by advertising their products highly. Customers of gold jewellery are dependent on several aspects such as purity of gold, its price and occasion; the jewellery dealer is small or branded, name and reputation of the dealer, occupation and income of the customer. In this research study, both primary and secondary data are used to examine how customer attitude and perception the purchase of gold jewellery. The primary data consists of two types of surveys. The secondary data were collected with respect to the jewellery reports, journals and other approaches. In this study, some more statistical tools were used. The major finding is the respondents' income level has increased. It is important suggestion are gold jewellery shops must take serious steps to create systematic awareness among the customer that shops are also providing quality gold. It is concluded that gold jewellery purchase behaviours of respondents have demand driven approach.

Introduction

The customer is paramount, particularly in the current business landscape. While other elements tend to stay relatively stable, it is the enhancement of value for the customer that truly sets business apart. Understanding customer behaviour has become essential for firms, as it forms the foundation of their marketing strategies and is crucial for achieving success in the business world. A customer satisfaction has been largely accepted as a main issue for all organization and it was used as the marketing benchmark for the company performance. The customers of gold jewellery are dependent on several aspects such as purity of gold, its price and occasion. Whether the jewellery dealer is small or branded, name and reputation of the dealer, occupation & income of the customer, gold as an investment option etc.

Significance of the Study

Jewellery has been significant for customers of age groups. Traditional jewellery is viewed as a reliable asset because of its valuable worth. Historically, jewellery has been a vital aspect of Indian culture and tradition and way of life. Gold is a costly commodity and its demand is high. It always plays pivotal role in Indian society. It does not only add glitter and attraction, but also strengthens and religious value, social security and personality.

Scope of the Study

Gold is mostly used for making gold jewellery and investment. Generally, Indians feel that their beauty and status in society improved by wearing different kinds of jewellery. This study has made an attempt to present comprehensive information and data on customer attitude, perception and satisfaction level with gold jewellery purchase in Erode District, from six taluks.

Problem of the Study

The main reason of the gold purchase was secure economic stability by all. Before two decades majority of the people who belong to high class and upper high class had the habit of purchasing jewellery occasionally to be used in functions or major events. During that time, the middle class people purchase gold to be used in marriage function and other related events and keep it as asset to meet out the future needs.

But, in recent days the techniques or strategies framed by the seller and designers become mostly known to the customers. During the time, the commercial based strategies and techniques of buying were unknown to the customers and users. Similarly, the usages of periodical commercial transactions are combined with the value of jewellery. Therefore, small traders and middle class customers also prefer gold as one of the major asset.

Objectives of the Study

- To examine the social and economic understanding that customers have when making purchase.
- To identify the customers' attitude and satisfaction while buying gold jewellery.
- To examine the problem faced by the customers to purchase gold of jewellery.

Sources of Research Data

This research fundamentally stems from descriptive and exploratory methods, characterized by their empirical approach. Within this study, two categories of data have been gathered. The data is comprised of two types: Primary and secondary. Primary data is the information gathered directly from original sources by means of surveys, employing different collection methods. Conversely, secondary data were sourced from jewellery reports, publications, magazine, websites and additional methods.

Sampling Design

The study determines the customers' attitude, perception and satisfaction level of gold jewellery purchase in Erode District. The convenient sampling method was followed. The respondent's category is irrespective of socio economic background but included age, education, occupation, place of origin and living pattern etc. Therefore, jewellery shops were identified and selected on the basis of Non-probability aspects of minimum and reasonable coverage of respondents for validity of data. In this aspect, 200 shops were included on the basis of large, medium and small size. From each shop, 10 respondents were selected.

Statistical Tools

In the current research, the following statistical tools are used.

- Chi-Square Test
- ANOVA
- Rank Correlation

Limitations of the Study

1. This research is exclusively centered on the views and satisfaction of customers regarding jewellery retail establishment. Therefore, it does not focus on the other matters.
2. There are lack of some customers and employees to fill up interview schedule.
3. The studies are based on the facts and figures available with the respondents of Erode district.

Review of Literature

Authors	Objectives	Methodology and results	Conclusion
BabyAlex, Revathy, (2018) ¹	The study aims to evaluate the degree of brand recognition, preferences, and loyalty exhibited by jewellery customers.	Data: 180 Respondents, Marthandam town. Tools Used: Chi square test, Garrett Positioning, Percentage Analysis. Result: Most of the respondent purchase jewellery in advertisement	Similar to a logical method, a combination of digital media and traditional craft techniques was employed to document and portray the absent figure in the exhibition area.
AjaiKrishana (2019) ²	To identify womens standing towards branded gold jewellery outlet in Kottayam District	Data: 230 Respondents, Kottayam Tools used: Percentage Analysis, ANOVA Analysis. Result: Table 3 indicates that, the F value measuring 2.554 does not reachsignificance at the 5 percent threshold (p=0.056).	This research concluded that while selecting a branded gold jewellery outlet, women give much importance to the publicity, advertisement also celebrity.
Zaimy Johana Johan, (2020) ³	To examine the elements effecting customer choice in gold investments	Data: 100 Respondents, Tools Used: Percentage Analysis, Mean, Standard deviation, SPSS data analysis Result:The findings indicate that the standard deviation ranged from 0.49791 to 0.60126, and the values were close to the average	A reminder was issued for policymakers to address the economic effects and bolster the shariah- compliant framework for banking and finance, in order to enhance customer interest and trust in products based on shariah compliance.
Anurg Mehta, Dhruv Sojatia (2021) ⁴	To understand the effectiveness of different variable of sales team.	Data: 900 Respondents, Tools Used: ANOVA test, LSD Post Hoc test. Result: P value which was 0.042 was again less than the p-value 0.05 which also confirms that the difference was quite significant. On an average the sales team was 65.93% effective in executing the sales of gold jewellery.	The sales team should be vigilant and take care of the customers need and also serve them the product. Undue importance need not be given to dressing and grooming.

Austria, Dacare, Peralta, (2022)5	To analyse the behaviour of customers after buying luxury jewellery	Data: 377 Respondents. Tools Used: Percentage analysis, Descriptive statistics, Exploratory factor analysis and Regression analysis. Result: To discover the relationship, regression analysis was used. It was determined that marketing, customer intentions and perceptions along with positive experiences, were statistically significant.	This enables the brand to shape its creative approach and theme for the particular collection, allowing online visitors to view the various items without needing to go to physical stores.
-----------------------------------	---	---	---

Table -1 Association between Gender and Known about the Gold Jewellery Shops

Gender	Knowing about gold jewellery shop						Total
	Relatives / friends	Neighbors	Advertisement	Newspaper	Online	Others	
Male	47	5	95	2	14	0	163
	28.8	3.1	58.3	1.2	8.6	0	100
Female	211	6	197	3	5	1	423
	49.9	1.4	46.6	0.7	1.2	0.2	100
Total	258	11	292	5	19	1	586
	44.0	1.9	49.8	0.9	3.2	0.2	100

Source: Primary Data

Chi-Square Test

Particulars	Value	Df	Asymp Sig (2-sided)
Person Chi-Square	51.146 ^a	5	.000
Likelihood Ratio	50.321	5	.000
Linear-by-Linear association	26.366	1	.000
No of Valid Cases	586		

The association is statistically significant, $\chi^2(5) 51.1, p=0.000$

The table 1 shows that the gender is determinant factor on sociological terms in the society and every gender has physical role in the family level. The information gathered from jewellery shop through various sources have identified by male and female customers. The table presents that 58.3% of (95 persons out of 292) male refers advertisement and 49.9% of the female receives their gold related information from their friends and relatives (211 persons out of 258 respectively). The information from online source is i.e 8.6% of male (14 persons out of 19).

Table 2 Association between Age and about the Frequently Purchase of Gold

Age	Gold Purchase Frequently		Total
	Yes	No	
Below 25 years	73	36	109
	67.0	33.0	100
21-30 years	229	78	307
	74.6	25.4	100

31-40 years	90	32	122
	73.8	26.2	100
Above 45 years	39	9	48
	81.2	18.8	100
Total	431	155	586
		26.5	100

Source: Primary Data

Chi-Square Test

Particulars	Value	Df	Asymp Sig (2-sided)
Person Chi-Square	4.062 ^a	3	.255
Likelihood Ratio	4.061	3	.255
Linear-by-Linear association	2.803	1	.094
No of Valid Cases	586		

The association is statistically significant, $\chi^2(3) 4.062, p=0.255$

Table 2 shows that there is a unique feature of demand driven approach for frequent purchase of gold. In this context, youngsters who have many commitments responsible but their desire is less than average age people. It shows that 81.2% of the respondents who purchase gold were frequently within the 41-50 age range, whereas 74.6% of those surveyed frequently purchase gold between the age of 21-30 years.

Table 3 Association between Marital Status and About the Models of Gold Jewellery

Marital status	Models of gold jewellery						Total
	Kerala model	Bombay Model	Kolkata model	MHR Model	Andhra model	TN Model	
Married	227	96	41	15	11	8	398
	57.0	24.1	10.3	3.8	2.8	2.0	100
Unmarried	111	28	30	11	7	1	188
	59.0	14.9	16.0	5.9	3.7	0.5	100
Total	338	124	71	26	18	9	586
	57.7	21.2	12.1	4.4	3.1	1.5	100

Source: Primary Data

Chi-Square Test

Particulars	Value	Df	Asymp Sig (2-sided)
Person Chi-Square	12.045 ^a	5	.034
Likelihood Ratio	12.528	5	.028
Linear-by-Linear association	.215	1	.643
No of Valid Cases	586		

The association is statistically significant, $\chi^2(5) 12.0, p=0.034$

The data in table 3 indicate that results of the marital status in the India where family members identify and maintain status with value of human being. There exists a collective responsibility

among the men and women after getting married. However purchase decision expressed that their need based approach and mutual understanding of gold purchase. Table clearly shows their preferred model of gold among married and unmarried. Nearly, 59% of the respondents belonged to unmarried category preferred kerala model (111 persons out of 338). At the same time, 57% of the married category preferred kerala model (227 persons out of 338). 24.1% of the respondents are married who preferred Bombay model (96 persons out of 124) Bombay model has 14.9% of the respondents from unmarried category (28 persons out of 124). Tamil Nadu model is preferred by 0.5% unmarried persons (1 person out of 9 persons) and married (8 persons out of 9). It is inferred that kerala and Bombay model is mostly preferred by both married and unmarried respondents.

Table 4 Association Between Number of Family Member and About How Much Grams of gold

Grams of gold purchase in a year	Number of Family Members				Total
	Up to 3 members	4 to 5 member	5 to 7 members	Above 8 members	
2 grams	43	50	10	15	118
	36.4	42.4	8.5	12.7	100
4 to 6 grams	100	110	38	15	263
	38.0	41.8	14.4	5.7	100
8 to 12 grams	39	100	26	20	185
	21.1	54.1	14.1	10.8	100
16 to 18 grams	7	10	1	2	20
	35	50	5	10	100
Total	189	270	75	52	586
		46.1	12.8	8.9	100

Source: Primary Data

Chi-Square Test

Particulars	Value	Df	Asymp Sig (2-sided)
Person Chi-Square	59.770 ^a	9	.000
Likelihood Ratio	70.054	9	.000
Linear-by-Linear association	5.964	1	.015
No of Valid Cases	586		

The association is statistically significant, $\chi^2(9) 59.7, p=0.000$

The table 4 indicate that results of the quantitative basis of gold purchase by the people are “Gram”. It is for common wearing it has identification, spiritual and social status and indirectly assessed individual to be in “sound economic position” in the grams of gold in 8 to 12 grams of 4 to 5 members of family (100 persons out of 270). Nearly 38% of the respondents are purchase the grams of gold in 4 to 6 grams of up to 3 members of the family (100 persons out of 189). 8 to 12 grams are preferred by the family members with 5 to 7 members (26 persons out of 75) and 12.7% of the respondents are purchase the grams of gold in 2 grams every years.

Table 5 Relationship between Age and about the Satisfaction Level of Gold Jewellery Purchase

Satisfaction level		Sum of Squares	Df	Mean Squares	F-Value	P-Value
Satisfaction Purity/Quality	Between Groups	10.350	3	3.450	7.403	.000
	Within Groups	271.240	582	.466		
	Total	281.590	585			
Satisfaction Trendy designs	Between Groups	8.761	3	2.920	3.466	.016
	Within Groups	490.313	582	.842		
	Total	499.073	585			
Satisfaction Market price	Between Groups	32.561	3	10.854	12.527	.000
	Within Groups	504.274	582	.866		
	Total	536.834	585			
Satisfaction Wastage/Making charges	Between Groups	1.144	3	.381	.279	.841
	Within Groups	796.474	582	1.369		
	Total	797.618	585			
Satisfaction Rate of tax	Between Groups	12.125	3	4.042	2.555	.055
	Within Groups	920.689	582	1.582		
	Total	932.814	585			

Independent variable - Age

The data in table 5 indicates that the p-value exceed 0.01, leading to acceptance of the null hypothesis at a 1 per cent significant level while purchasing gold jewellery and considering age category of respondents. But, the similarity of each characteristics and component did not match observed from the respondents. The satisfaction level deviates from their age when considering trendy designs, wastage and tax. The remaining elements are significant with the age.

Rank Correlation

It assesses the relationship and connection among the ranks of various ordinal variables or among different rankings of a single variable, defining a “ranking” as the allocation of the sequence labels “first”, “second”, “third” and so on. The method of rank correlation provides greater accuracy compared to the simple correlation coefficient when variables are not quantifiable.

Table 6 Rank for Gold Jewellery Wastage and Making Charges Purchase by Awareness

Awareness	R1	R2	R3	R4	R5	R6	R7	R8
Purity	206	139	138	73	15	6	5	4
Price	156	132	68	91	97	13	24	5
Shop	258	11	292	5	15	5	-	-
Design	137	133	104	69	51	68	24	-
Wastage	15	63	85	47	86	107	161	22
Making charges	15	68	84	104	169	135	11	-
Brand	35	71	36	207	88	64	85	-
Resale value	32	47	70	15	148	132	138	4

Source: Primary Data

			Wastage	Making Charges
Spearman's rho	Wastage	Correlation Coefficient	1.000	.294
		Sig (2-tailed)	-	.000
		N	586	586
	Making charges	Correlation Coefficient	.294	1.000
		Sig (2-tailed)	.000	-
		N	586	586

Correlation is significant at the 0.01 level (2-tailed)

The data in table 6 indicates that results are the rank correlation framed for nominal variable awareness with purchase elements of jewellery by the respondents. The nominal variables were ranked initially. Therefore ranked variables are identified with correlation among the selected (rank is similar to each other but both are nominal variable) in order to access the relationship between the variables where there is qualitative aspects. The elements on wastage and making charges have been positively ranked. The result is 6.03 and not nearest value of 0. It is inferred that the rank deposition for qualitative aspects of buyers' choice is wastage and making charges are similar options in order to prefer the elements of jewel purchase.

Major Findings

1. From the analysis, it is concluded that the majority 58 per cent of the male refer to advertisement.
2. The analysis shows that 59 per cent of the respondents preferred Kerala model and used for unmarried persons.
3. There is a relationship between the age group and satisfaction level – age group of respondents are not satisfied with the purchase gold jewellery.
4. It is noted that professionals and formal workers have less time for observing and discussing about the variety and its brand value of gold. But, informal workers and own business people are aware on various types of gold and its value.

Suggestions

1. The gold jewellery designs are different when comparing the designs if one shop to another shop. Therefore, stores need to implement more creative designs, and the pricing of gold jewellery should be appealing enough to draw in customers and affect their purchasing decisions. At the time of some special occasions such as marriage and other festival season, the customers wanted more offers.
2. For healthy competition, gold jewellery shops are essential to become more and more customer – focused. To increase the competition, gold jewellery shops can sell fashion and light weight gold jewellery to attract to more customers. Introducing more attractive cash discount schemes to the customer can surely change buying behaviour

Conclusion

The current study analysed the gold jewellery purchasing habits of Erode residents. Customer attitude was always shifted in the responses to their requirements, wishes, choices and fashions. Customers had higher expectations when they bought gold jewellery. Expectations are equality, designs, waste and manufacturing costs as well as customer services. Gold jewellery products have top trend in these days, and so the jewellery should take certain aspects into consideration and keep up its values are trust, authenticity and objectivity of the respondents and serve them in a better manner.

References

1. Baby Alex, G. and Revathy, B. (2018), “A study on consumer satisfaction towards jewellery in manthandam town”, *International Journal of Research in Social Sciences*, 8 (8) : 352-364.
2. Ajai Krishnan, G. (2019), “Women desirability towards branded retail outlets with special reference to gold jewellery”, *ZENITH International Journal of Multidisciplinary Research*, 9 (7) : 1-10.
3. Zaimy Johana Johan,.(2020), “ Investors with the golden-i: preference in gold – I investment”, *Journal of Emerging Economics and Islamic Research*, 8(2) : 40-50.
4. Anurag Mehta and Dhruv Sojatia,.(2021), “ Study of sales team variable for gold jewellery business”, *Kala Sarovar UGC care Group-1 Journal*, 24 (2) : 1-4.
5. Austria, E., Peralta, AG. and Dacara, BC. (2022), “Analyzing consumer behavior towards luxury jewelry brands”, *Journal of Business and Management Studies*, 4 (1) : 76-90.